

2020 HEATSTROKE **SOCIAL MEDIA PLAYBOOK**



How to Use This Playbook

This document is a social media playbook for the Heatstroke Prevention campaign. It includes specific content and assets, along with instructions, to address parents and caregivers of young children, as well as bystanders who can intervene and prevent heatstroke. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

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Campaign Overview

Heatstroke Prevention Campaign Summary

In 2019, 52 children died of vehicular heatstroke. The most common circumstance behind these tragedies is the driver simply forgot the child was in the vehicle and the second most common was the child playing in an unattended vehicle. This tragedy can happen to anyone and you can prevent it by always thinking: Where's Baby? Look Before You Lock.

Objectives

- ▶ Motivate parents and caregivers to habitually check all seating areas of the vehicle for children before walking away, as well as keeping the car locked with keys out of reach
- ▶ Promote awareness of the risks of forgetting or knowingly leaving a child in the car
- ▶ Encourage bystanders to take action if they see children left behind in the car

Heatstroke Prevention Posting Strategy

The Heatstroke Prevention campaign focuses on the warmer summer months of the year when heatstroke deaths are more frequent and more likely. **It is encouraged to post throughout these months to remind parents and bystanders of these messages when children are most at risk of dying from heatstroke.** NHTSA's paid media strategy will focus on July 1 to September 27. It is also encouraged to post during these three months to support and reinforce the paid efforts of the campaign. If you live in an area that experiences warm temperatures year-round, these assets can also be used throughout the year as needed.

Posting throughout the warmer months will help consistently remind parents and caregivers to routinely check their car for children before leaving. Morning, early-afternoon and weekend posts may be helpful in reminding parents and caregivers throughout their daily routine.

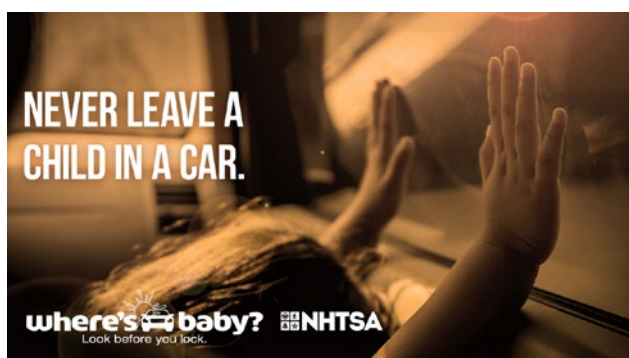
Below are some relevant hashtags to use when posting about the campaign:

- ▶ **#NoHeatstroke**
- ▶ **#WheresBaby**
- ▶ **#ParkLookLock**
- ▶ **#ActFast**
- ▶ **#CheckForBaby**
- ▶ **#HeatstrokeKills**

Social Media Content

This section contains shareable social media content for the Heatstroke Prevention campaign. Provided on pages [8-17](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections based on the audience of the messages for the graphics. Both English and Spanish versions are provided.

English

- ▶ Where's Baby: Parents & Caregivers – Baby – [Pg. 8](#)
- ▶ Where's Baby: Parents & Caregivers – Toddler – [Pg. 9](#)
- ▶ Act Fast: Bystander – Baby – [Pg. 10](#)
- ▶ Act Fast: Bystander – Toddler – [Pg. 11](#)

Spanish:

- ▶ Where's Baby: Parents & Caregivers – Baby – [Pg. 12](#)
- ▶ Where's Baby: Parents & Caregivers – Toddler – [Pg. 14](#)
- ▶ Act Fast: Bystander – Baby – [Pg. 16](#)
- ▶ Act Fast: Bystander – Toddler – [Pg. 17](#)

Post Examples

Below are examples of how posts should look when published.

Facebook



2

Suggested copy from this playbook.

1

Downloaded graphic from trafficsafetymarketing.gov.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included four different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.

Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



Where's Baby: Parents & Caregivers — Baby (English)

STEP

1 Download graphics.

Download the "Baby1" graphic below at:
[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)



Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- A child's body temperature rises three to five times faster than an adult's. Even a short amount of time in a hot vehicle can be deadly. Always ask **#WheresBaby** before leaving the car. **#NoHeatstroke**
- In just 30 minutes, a vehicle can heat up by 40 degrees – no matter the weather – and become deadly. Don't leave your child unattended in a vehicle at any time. **#WheresBaby #NoHeatstroke**
- Children under 1 are most at risk for heatstroke death, making up 32% of total deaths. Keep your baby safe and don't leave them in the car – no matter the temperature. Always look before you lock and ask **#WheresBaby #NoHeatstroke**
- In 21 states you can be prosecuted for leaving your child unattended in the car. Don't make a mistake. Remember to **#ParkLookLock #NoHeatstroke**
- Heatstroke begins at a core body temperature of around 104 degrees. Don't risk your child's life by leaving them behind in the car. Ask **#WheresBaby** and always look before you lock. **#NoHeatstroke**
- Heatstroke Prevention Tip No. 1: Always lock the doors. Kids may want to play in the car without your knowledge and, no matter what the weather, the car can heat up fast. **#NoHeatstroke #WheresBaby**
- Heatstroke Prevention Tip No. 2: Keep something you need in the backseat. This will remind you to check the backseat before you leave and ask **#WheresBaby**, possibly saving your child's life. **#NoHeatstroke**
- A child's body temperature rises three to five times faster than an adult's. Don't leave your child behind in the car for essential errands, even if you think it'll be quick. **#WheresBaby #NoHeatstroke**

Where's Baby: Parents & Caregivers – Toddler (English)



STEP

1 Download graphics.

Download the "Toddler" graphic below at:
[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)



Sizes Available:

  Facebook/Instagram Posts
1200x1200
1000x1200

 Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- In 2019, 52 children died of vehicular heatstroke. Don't let your child be one of them. Ask **#WheresBaby** and always look before you lock. **#NoHeatstroke**
- 54% of child vehicular heatstroke deaths were due to a child being forgotten by a caregiver. Remember **#ParkLookLock** and you won't leave your child in a deadly situation. **#NoHeatstroke**
- Nearly 20% of child vehicular heatstroke deaths were due to a child intentionally being left in a vehicle. Gambling on whether it's cool enough or not is never a good idea. Don't leave your child behind. **#WheresBaby #NoHeatstroke**
- More than 26% of fatal child vehicular heatstroke cases were children playing in an unattended vehicle. Take them out and lock the doors, it may save their life. **#WheresBaby #NoHeatstroke**
- From 1998-2019, 847 children died of vehicular heatstroke in the U.S. Look before you lock and ask **#WheresBaby** whenever you leave the car. **#NoHeatstroke**
- Heatstroke Prevention Tip No. 3: Set a mobile alarm. Create a reminder to check the backseat after you drop your child off so that you'll never forget. **#WheresBaby #NoHeatstroke**

Act Fast: Bystander — Baby (English)

STEP

1 Download graphics.

Download the "Baby2" graphic below at:
[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- Heatstroke Prevention Tip No. 4: Take action and call 911. Your phone call could save a child's life from heatstroke. **#ActFast #NoHeatstroke**
- A child's body temperature rises three to five times faster than an adult's. When a child is left in a hot vehicle, **#ActFast** and call 911 or they could die within minutes. **#NoHeatstroke**
- In just 30 minutes, a vehicle can heat up by 40 degrees – no matter the weather – and become deadly. If you see an unattended child in a vehicle, **#ActFast** and call 911. **#NoHeatstroke**
- The children most at-risk for heatstroke are those under 1, making up 32% of heatstroke deaths. **#ActFast** if you see a child alone in a car and call 911. **#NoHeatstroke**

Sizes Available:

f Facebook/Instagram Posts
1200x1200
1000x1200

f Facebook/Instagram Stories
1080x1920

Twitter Posts
1200x675

Act Fast: Bystander — Toddler (English)

STEP

1

Download graphics.

Download the "Toddler" graphic below at:
[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)

STEP

2

Combine with suggested copy below or
feel free to draft your own.

Copy/paste one of the suggested posts below.



- 54% of child vehicular heatstroke deaths were because the child was forgotten by a caregiver. **#ActFast** and call 911 if you see an unattended child – it could save their life. **#NoHeatstroke**
- From 1998-2019, 847 children died of vehicular heatstroke in the U.S. Your ability to **#ActFast** and call 911 could keep this number from growing. **#NoHeatstroke**
- Nearly 20% of child vehicular heatstroke deaths were due to a child intentionally being left in a vehicle. Make sure that child isn't put in danger and **#ActFast** by calling 911. **#NoHeatstroke**

Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Twitter Posts

1200x675

Where's Baby: Parents & Caregivers — Baby (Spanish)

STEP

1

Download graphics.

Download the "Baby1" graphic below at:
[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)



Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- La temperatura en el cuerpo de un niño aumenta de tres a cinco veces más rápido que en el de un adulto. Dejar a tu bebé desatendido dentro de un vehículo, aunque sea por unos segundos, puede ser mortal. Siempre pregúntate **#DondeEstaelBebe** antes de salir del auto. **#RevisarAntesDeCerrar** **#GolpeDeCalor**

*Translation: A child's body temperature increases three to five times faster than an adult's. Leaving your baby unattended inside a vehicle, even for a few seconds, can be deadly. Always ask yourself **#WheresBaby** before getting out of your car. **#LookBeforeYouLock** **#Heatstroke***

- En tan solo 30 minutos, la temperatura dentro de un vehículo puede subir hasta 40 grados más, sin importar el clima. Esto puede ser mortal. Nunca dejes a tus niños solos dentro de un auto. **#NoOlvidesAlBebe** **#Hipertermia** **#GolpeDeCalor**

*Translation: In only 30 minutes, the temperature inside a vehicle can increase an additional 40 degrees – regardless of the weather. This can be deadly. Never leave your children alone inside a vehicle. **#WheresBaby** **#Heatstroke***

- En el 2019, 52 niños murieron por golpe de calor o hipertermia al dejarlos solos dentro de un vehículo. No dejes que tu hijo sea uno más. Ponte un recordatorio para saber que lo llevas contigo. Siempre pregúntate **#DondeEstaelBebe** antes de salir de tu auto. **#GolpeDeCalor**

*Translation: In 2019, 52 children died from heatstroke or hyperthermia when they were left alone inside a vehicle. Don't let your child be another one. Give yourself a reminder to know they're with you. Always ask yourself **#WheresBaby** before getting out of your vehicle. **#Heatstroke**.*

- El 54% de los niños que murieron por golpe de calor o hipertermia dentro de un vehículo, fue porque sus padres olvidaron sacarlos. Recuerda siempre **#RevisarAntesdeCerrar** para no exponer a tus hijos a la muerte. **#GolpeDeCalor #NoOlvidesAlBebe**

*Translation: 54% of children that died from heatstroke or hyperthermia inside a vehicle, was because their parents forgot to take them out. Remember to always **#LookBeforeYouLock** so you don't expose your kids to death. **#Heatstroke #WheresBaby***

- Cerca del 20% de los niños que murieron por golpe de calor o hipertermia dentro del vehículo fue porque los padres los dejaron intencionalmente en el vehículo. Poner a tus hijos en riesgo de esta manera les puede causar la muerte. Jamás dejes a tus pequeños encerrados dentro del vehículo. **#RevisarAntesdeCerrar #NoOlvidesAlBebe**

*Translation: Close to 20% of the children that died from heatstroke or hyperthermia inside a vehicle were because parents left them intentionally in the vehicle. Putting your kids at risk this way can cause their death. Never leave your little ones locked inside the vehicle. **#LookBeforeYouLock #WheresBaby***

- Los niños menores de 1 año son los que tienen mayor riesgo de morir por golpe de calor o hipertermia. Nunca dejes a tu bebé solo adentro de un vehículo, no importa cómo esté el clima. Y Siempre **#RevisarAntesdeCerrar #NoOlvidesAlBebe**

*Translation: Children under the age of one are most at risk of dying of heatstroke or hyperthermia. Never leave your baby alone inside a vehicle, no matter what the weather's like. And always **#LookBeforeYouLock #WheresBaby***

- ¿Sabías que en 21 estados puedes ser condenado por haber dejado a tu hijo solo adentro del auto? No tomes una decisión equivocada y siempre recuerda **#RevisarAntesdeCerrar**

*Translation: Did you know that in 21 states you can be prosecuted for leaving your child alone inside a vehicle? Don't make the wrong decision and always remember **#LookBeforeYouLock***

Where's Baby: Parents & Caregivers — Toddler (Spanish)

STEP

1 Download graphics.

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Sizes Available:

  Facebook/Instagram Posts

1200x1200
1000x1200

 Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

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- El golpe de calor o hipertermia comienza cuando el cuerpo alcanza los 104 grados de temperatura. No arriesgues la vida de tus hijos al dejarlos solos dentro del auto. Siempre pregúntate **#DondeEstaElBebe** antes de salir de tu vehículo. **#RevisarAntesdeCerrar**
Translation: Heatstroke or hyperthermia starts when the body reaches 104 degrees temperature. Don't risk your children's lives by leaving them alone inside the car. Always ask yourself #WhereIsBaby before exiting your car. #LookBeforeYouLock
- De 1998-2019, en los EE. UU., 847 niños murieron a causa de hipertermia o golpe de calor por que se quedaron desatendidos dentro de un vehículo. Siempre asegúrate de preguntarte **#DondeEstaElBebe** antes de salir de tu auto. **#RevisarAntesdeCerrar**
Translation: From 1998-2019, 847 children in the U.S. died from heatstroke because they were left unattended inside a vehicle. Always make sure to ask yourself #WhereIsBaby before getting out of your car. #LookBeforeYouLock
- Más del 26% de los casos en los que murieron niños por golpe de calor dentro de un vehículo desatendido, fueron casos de niños que estaban jugando dentro del auto. Nunca los dejes adentro del vehículo y ponle seguro a las puertas para que no puedan entrar. Salva sus vidas. **#GolpeDeCalor**
Translation: More than 26% of cases in which children died from heatstroke inside an unattended vehicle, were cases in which the kids were playing inside the car. Never leave them inside the vehicle and lock the doors so they can't get in. Save their lives. #Heatstroke

- Consejo #1 para prevenir que tus hijos sufran de hipertermia o golpe de calor dentro de un vehículo: Asegúrate de ponerle seguro a las puertas para que los niños no puedan entrar a jugar sin que te enteres. No importa cómo esté la temperatura afuera, adentro del auto calienta en cuestión de minutos. **#GolpeDeCalor**

Translation: Tip #1 to prevent your kids from suffering from hyperthermia or heatstroke inside a vehicle: Make sure you lock the doors so that children can't get inside to play without your knowledge. No matter what the weather's like outside, inside it heats up in a matter of minutes. #Heatstrokelives. #Heatstroke

- Consejo #2 para prevenir que tus hijos sufran de hipertermia o golpe de calor dentro de un vehículo: Deja algo que necesites en el asiento trasero para forzarte a revisar antes de ponerle seguro al auto. Salva la vida de tu pequeño. **#RevisarAntesdeCerrar**

Translation: Tip #2 to prevent your kids from suffering from hyperthermia or heatstroke inside a vehicle: Leave something that you need in the back seat, so you're forced to look before locking the vehicle. Save your little one's life. #LookBeforeYouLock

- Consejo #3 para prevenir que tus hijos sufran de hipertermia o golpe de calor dentro de un vehículo: Cada vez que subas a tus hijos a su asiento de seguridad, ponte un recordatorio en tu celular que te haga revisar el asiento trasero una vez que llegues a tu destino. **#RevisarAntesdeCerrar**

Translation: Tip #3 to prevent your kids from suffering from hyperthermia or heatstroke inside a vehicle: Every time you put your children in their car seat, set a reminder on your cell phone that makes you check the back seat once you arrive at your destination. #CheckBeforeYouLock

- La temperatura dentro del auto en el estacionamiento aumenta más rápido de lo que te imaginas. No dejes a tus hijos solos dentro del vehículo cuando hagas tus compras esenciales. Ni siquiera un momentito. **#DondeEstaElBebe #GolpeDeCalor**

Translation: The temperature inside a parked car rises faster than you think. Don't leave your kids alone in a vehicle when you run your essential errands. Not even for a moment. #WheresBaby #Heatstroke

Act Fast: Bystander — Baby (Spanish)


STEP


1 Download graphics.

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Sizes Available:

 Facebook/Instagram Posts
1200x1200
1000x1200

 Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

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- Consejo #4 para prevenir que un niño muera de hipotermia o golpe de calor dentro de un vehículo: Rápidamente llama al 911 si ves que está desatendido. Tu llamada puede salvarle la vida. **#ActuaRapido**

Translation: Tip #4 to prevent a kid from dying from hypothermia or heatstroke inside a vehicle: Quickly call 911 if you see he/she's unattended. Your call can save his/her life. #ActFast

- La temperatura en el cuerpo de un niño incrementa de tres a cinco veces más rápido que en el de un adulto. Si ves a un niño desatendido dentro de un auto, **#ActuaRapido** y llama al 911 o puede morir en cuestión de minutos. **#GolpeDeCalor**

Translation: The temperature in a child's body increases three to five times faster than an adult. If you see that a child is unattended inside a car, #ActFast and call 911 or he/she can die in a matter of minutes. #Heatstroke

- Los niños menores de 1 año son los que tienen mayor riesgo de morir por golpe de calor o hipotermia. Representan el 32% de las muertes por esta causa. **#ActuaRapido**, si ves a un niño solo dentro de un vehículo. Llama al 911. Le puedes salvar la vida. **#Hipotermia #GolpeDeCalor**

Translation: Children under the age of 1 are most at risk of dying of heatstroke or hypothermia. They represent 32% of heatstroke deaths. #ActFast if you see a child alone inside a vehicle. Call 911. You can save his/her life. #Hypothermia #Heatstroke

Act Fast: Bystander — Toddler (Spanish)

STEP

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Sizes Available:



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Twitter Posts

1200x675

STEP

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Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- El 54% de los niños que murieron por golpe de calor o hipertermia dentro de un vehículo, fue porque sus padres los olvidaron en el auto. **#ActuaRapido** y llama al 911 si ves a un niño desatendido. Salva su vida. **#GolpeDeCalor**

Translation: 54% of children that died from heatstroke or hyperthermia inside a vehicle, were because their parents forgot them inside the car. #ActFast and call 911 if you see an unattended child. Save his/her life. #Heatstroke

- De 1998-2019, murieron 847 niños por golpe de calor o hipertermia al dejarlos solos dentro de un vehículo. Si tú ves a un niño desatendido dentro del auto llama al 911. No permitas que siga aumentando el número de muertes. **#ActuaRapido #GolpeDeCalor**

Translation: From 1998-2019, 847 children died from heatstroke or hyperthermia when they were left alone inside a vehicle. If you see a child unattended inside a vehicle call 911. Don't allow the number of deaths to increase. #ActFast #Heatstroke

- En tan solo 30 minutos, la temperatura dentro de un vehículo puede aumentar hasta 40 grados adicionales. Esto puede ser mortal. Si ves a un niño solo dentro de un vehículo, llama al 911. **#ActuaRapido**. Le puedes salvar la vida. **#Hipertermia #GolpeDeCalor**

Translation: In only 30 minutes, the temperature inside a vehicle can increase an additional 40 degrees. This can be deadly. If you see a child alone inside a vehicle, call 911. #ActFast. You can save his/her life. #Hyperthermia #Heatstroke

NHTSA Contact

If you have questions about the Heatstroke Prevention campaign, please contact Mike Joyce at Mike.Joyce@dot.gov.